```
Set     Items   Description
S1       1849   (INTERNET? OR WWW OR WORLD?(N2)WEB? OR ONLINE? OR ON()LINE-
                ?)(N4) (SHOP? OR ORDER? OR PURCHAS? OR SALE? OR PRODUCT?(N2)-
                SELECT?)
S2         82   (ALTERNATIV? OR ALTERNAT? OR ANOTHER? OR SECOND? OR SUBSTI-
                TUT?)(N8) ((INTERNET? OR WEB? OR ONLINE? OR ON()LINE? OR RETA-
                IL?)(N5) (SOURCE? OR STORE? OR PAGE? OR WEBSITE?))
S3       1729   (RELAT? OR SIMILAR? OR CORRELAT? OR SUGGEST?(N2)ANOTHER? OR
                REPLAC? OR SUGGEST?)(N5) (ITEM? OR PRODUCT? OR MERCHANDIS? -
                OR GOOD? OR WARE?)
S4          0   S1 AND S2 AND S3
S5          0   S1(S2)S2(S)S3
S6          8   S1 AND S2
S7         42   S1 AND S3
S8          2   S7 AND ((BILL? OR PAY? OR PURCHAS?)(N4) (INFORMATION? OR -
                DATA))
```

00122181   DOCUMENT TYPE: Review

PRODUCT NAMES: **Advertising** (830992); **Internet Marketing** (835552)

TITLE: **Banner ads influencing** on- line   shopping: **report**
AUTHOR: Lahey, Liam
SOURCE: Computerworld Canada,   v16 n1 p3(1) Jan 14, 2000
ISSN: 1484-9089
HOMEPAGE: http://www.lti.on.ca

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Research by Andersen Consulting in New York has found that Web banner ads
influence most **online** **shopping** . In fact, the study showed that such ads
encouraged 25 percent of experienced Web users to try **online** **shopping**
in the past year, despite reports that click-through ratios have dropped.
However, other analysts think that other factors account for the increase
in **online** **shopping** , such as advertising in all forms of media and a
growing interest in the Web. In addition, a study done by
Internetstocks.com shows that 34.2 percent of **Web** users said that an
alternative **source** , such as a friend's recommendation, encouraged them
to **shop** **online** , compared to 31.8 percent who were influenced by Web
advertising.

REVISION DATE: 20000430

00121478   DOCUMENT TYPE: Review

PRODUCT NAMES: **Retailers** (830308); Internet   Shopping (840432

TITLE: **Bricks for Branding: Want to stretch your Web marketing dollars..**
AUTHOR: Hodges, Jane
SOURCE: Business 2.0, p95(3) Feb 2000
ISSN: 1080-2681
HOMEPAGE: http://www.business2.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Marla Malcolm of high-end online cosmetic retailer Bluemercury.com says
brick-and-mortar stores are valuable 'customer laboratories' that spawn new
ideas for Web marketing. Gazoontite.com and BMBid also built or bought
elegant physical outlets, and executives from all three companies say the
stores assist in marketing an online brand, but the emphasis is not on
brick-and-mortar sales. Gazoontite, a seller of hypo-allergenic home
products and gifts, opened a brick-and-mortar **store** the same day that its
 Web site was launched and has since added **another** store, with up to
seven brick-and-mortar stores planned by the end of 2000. The founder and
president of Gazoontite says he rates his stores' performance based on how
well they drive traffic to the Web and how effective they are at lowering
customer-acquisition costs. GMBid.com, a high-end auctioneer, has a
10,000-square-foot Beverly Hills showroom that opened concurrently with a
Web site launch. Traffic to the store comes from tourists who want to see
the elegant and valuable goods that are up for auction online. Other sites
with clicks-and-mortar arrangements are described, including C-Tribe, a

group-buying site; Da⬤y Shopper, a local shopping sit⬤Shoppinglist.com,
which facilitates bar⬤in hunting in major cities; and CVS and Petopia.

REVISION DATE: 20000330

  6/7/3   (Item 3 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00120879   DOCUMENT TYPE: Review

PRODUCT NAMES: Retailers (830308); Internet Marketing (835552)

TITLE: Payback Time: Traditional Retailers Are Starting to Barrel onto...
AUTHOR: Andrews, Whit
SOURCE: Internet World,   v6 n1 p31(2) Jan 1, 2000
ISSN: 1097-8291
HOMEPAGE: http://www.iw.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Many brick-and-mortar retailers will be selling online in 2000, and the
millions of dollars spent on marketing by strictly online retailers will be
put to the test as conventional **storefronts** and catalog **sales** companies
go **online** . Maidenform regards direct online retail as just **another**
opportunity for growth and another place where Maidenform shoppers can
spend their money. An executive says the Web site is similar to a virtual
outlet, while Maidenform's physical outlet brings in 25 percent of the
company's revenues and a somewhat higher percentage of profits. Direct
sales via the Web, in contrast to retailers' sales of Maidenform goods over
the Internet, will expand Maidenform's overall sales strategy but is not
likely to go much higher than about 10 percent of all company **sales** .
However, being on the **Internet** is a critical factor to Maidenform's
future success since the Web site increases access to Maidenform's products
and marketing for customers. To optimize Internet exposure, Maidenform
recently began an affiliate program and may also offer Web coupons for use
at online retailers and real-world stores. An analyst says that, in 2000,
retailers will be looking at integration with back-end processing as a
strategic benefit in terms of sales figures. Many customers during the
holiday shopping season, for example, want to be able to **order**   **online**
and pick up or return products at the store.

REVISION DATE: 20000228

  6/7/4   (Item 4 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00119069   DOCUMENT TYPE: Review

PRODUCT NAMES: Java (573744); Jini (715069); Chai (758264)

TITLE: E-commerce: Chapter 2
AUTHOR: Keen, Peter G W
SOURCE: Computerworld,   v33 n37 p48(1) Sep 13, 1999
ISSN: 0010-4841
HOMEPAGE: http://www.computerworld.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Sun Microsystems' Jini and Java and Hewlett-Packard's Chai are highlighted
in a brief discussion of the second phase of e-commerce expansion, whose

business models are moving technology. The first phase leveraged three technologies innovations: the Web browser, hypertext, and Internet Protocol networks. C++ and Java formed the basis for front-end applications, and application programming interfaces (APIs) linked back end databases and systems. These components provided **storefront** and **shopping** support **online** . However, the model of the **second** phase is based on a dynamic agent approach that allows personalization of advertising, sales, and service, as well as portal sites that allow members of particular industries to interact effectively online. The Web has become a market of closely linked supply chains, and relies on industry portals that are meeting places and resources for parties interested in developing custom strategies. Companies have customized front ends for online business services, and can interact directly with other companies using software, catalogs, APIs, and links to legacy systems and databases. This new business model requires a new collection of technologies such as Jini, for connecting hardware devices via IP, and Chai, a new Java-based development language.

REVISION DATE: 20000430

6/7/5   (Item 5 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00114053   DOCUMENT TYPE: Review

PRODUCT NAMES: Company - Open Market Inc   (861553); Company - Lycos Inc (864285)

TITLE: With Assist From Open Market, Lycos Enters Commerce Game
AUTHOR: Roberts, Bill
SOURCE: Internet World,   v5 n5   p6(1) Feb 8, 1999
ISSN: 1097-8291
HOMEPAGE: http://www.iw.com

RECORD TYPE: Review
REVIEW TYPE: Company

Open Market and Lycos recently inked a deal that could move Lycos into the commerce business, where Yahoo! has a large lead. Lycos and Open Market will split revenue created from an e-commerce network that Lycos will build using Open Market's technologies. However, negotiations are still in the initial stage, and Lycos was unwilling to talk about pricing. Yahoo! **Store** , however, has been on the **Internet** for years in one form or **another** , and provides a straightforward pricing plan of $100 to $300 per month to host merchants. Analysts content that Lycos' strategy is very sensible since Lycos gets an upbeat partner, does not have to make an up-front payment, and could build a network of 6,000 merchants that currently use Open Market's ShopSite storebuilding software. One analyst notes that this method allows Lycos to find out cheaply if e-commerce is right for the company. If not, they have not gone ahead with an acquisition that may turn out to be strategically off-base. Yahoo! began the trend in June 1998 by jumping into e-commerce feet first by purchasing Viaweb. Yahoo! now has an **online** mall with 3,000 **shops** and will buy GeoCities for $5 billion in stock, which gives Yahoo! even more opportunity to host online business.

REVISION DATE: 19990330

6/7/6   (Item 6 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00113782   DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Marketing   (835552); Software Marketing   (833959)

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Several companies, including Learning Company and Network Associates, have
a vision of direct **online**   **sales**   and versionless software. Network
Associates, for example, hopes to be able to offer only one SKU of its
McAfee system maintenance and antivirus package on retail shelves, then ask
customers to visit its Web site regularly to download additional functions
as they become available. This model uses a retail sale to propel broader
direct **sales**   over the Web. **Online**   **shopping**   provides a greater level
of convenience, but these strategies may represent a threat to traditional
retail   **stores** , where customers would have to make a **second**   trip to
pick up additional titles or upgrade packages. The Learning Company and
Network Associates are not alone in their desire to use the Internet as a
direct channel of distribution; Hewlett-Packard and Microsoft also plan to
launch World Wide Web stores. The Learning Company is also pursuing other
initiatives to enhance its online store and direct relationships with
customers. The plans include a series of edutainment titles that could be
upgraded over the Internet to the next grade level. Parents would also be
able to download individual activity upgrades. The company also plans to
add encrypted programs to its standard CD-ROM titles that could be unlocked
after a credit card payment.

REVISION DATE: 19990330

 6/7/7   (Item 7 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00107853   DOCUMENT TYPE: Review

PRODUCT NAMES: Company - ServiceSoft Corp (Canada)   (865737)

RECORD TYPE: Review
REVIEW TYPE: Company

Mark Skapinker, head of Delrina from its inception until its buyout by
Symantec, is now CEO of Balisoft Technologies, an electronic commerce
software vendor that wants to change the nature of electronic commerce.
Skapinker acknowledges the limitations and problems of electronic commerce.
Many Internet vendors are finding it difficult to close **sales**   **online** ,
and he sees the lack of human contact as a major factor. Skapinker's new
product, LiveContact, addresses this lack. Customers are often reluctant to
close a credit card **sale**   over the **Internet** , prefering to interact with
a human for finalizing a **purchase** . LiveContact will use several **Internet**
 functions, including chat, which will allow a company's customer service
representatives to show customers **Web**   **pages** , brochures, and multimedia
information during a live call. **Another**   major feature is Internet
telephony. LiveContact has three components. The user client is
downloadable free by consumers. Other components include the CSR (customer
service representative) client and the server. The server can be hosted
either directly by the merchant or by Balisoft. Future plans for
LiveContact include videoconferencing support and the ability to allow
companies to integrate the product with call centers.

6/7/8   (Item 8 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00102223   DOCUMENT TYPE: Review

PRODUCT NAMES: Music   (830917); Internet   (833029)

TITLE: Finding Music on the Web: Part 2
AUTHOR: Jacso, Peter
SOURCE: Information Today,   v14 n6 p42(3) Jun 1997
ISSN: 8755-6286
HOMEPAGE: http://www.infotoday.com   .

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

The search engines of World Wide Web databases from SilverPlatter, IAC,
Ovid, EBSCO, UMI, and other databases have to be used to retrieve
bibliographic records for music clips and sound bites on the Web. Music
databases include millions of music clips, especially in the databases
created by **online** music **stores** . The clips are usually about 30 **seconds**
 long, but searchers can determine even from such short samples whether or
not they want to buy the CD or if they want to hear clips from a particular
artist's publicized album. Browsable lists are generally the most basic
tools and the only ones useful for finding an album or an artist. However,
it is only helpful for smaller collections because scrolling to the end of
the alphabet to find a particular performer can be slow. Users can also use
one-criterion searching; the search data can be either a performer, album
title, or song title. This method falls short if the artist has released
many albums. Single-criterion search engines include World Wide Music,
Music Boulevard, and CDNow. Many **online** music **shops** now provide
multiple-criteria templates, including World Wide Music, which, for
example, allows users to search by an instrument to find the names of
instrumentalists who have made recordings that feature the instrument.

REVISION DATE: 20000330

 8/7/1   (Item 1 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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01670634   DOCUMENT TYPE: Product

PRODUCT NAME: OrderManager 3.0 (670634)

SpaceWorks Inc (634433)
51 Monroe St
Rockville, MD 20850-2421 United States
TELEPHONE: (301) 251-4136

RECORD TYPE: Directory

CONTACT: Sales Department

OrderManager 3.0 is an electronic commerce application that turns a
corporation's order processing, management and fulfillment operations into
an electronic ordering channel that directly links supply chain partners to
information in back-end systems over the Internet, intranets or extranets.
It provides large enterprises across any industry segment with faster and
more efficient order processing, lower transaction costs, reduced or
eliminated paperwork and increased productivity. Features include: (1) a
fully-searchable, multimedia product catalog; (2) enhanced searching

capabilities that support multi-parametric searching; (3) secure, real-time product inventory availability; (4) order approval functionality; (5) immediate reseller-specific pricing; (6) real-time **product** allocation; (7) cross-marketing of **related** **products** and cross-sell links to **related** or complementary **products** ; (8) multiple shipping/delivery options including drop shipments; (9) real-time status of previously-placed orders; (10) instant links to UPS and Fed Ex Web-based tracking systems; and (11) up-to-date summary of customer sales and accounts **payable** **information** . Functions include: (1) powerful and customizable GUI; (2) proven back-end systems integration; (3) comprehensive user enrollment and registration; (4) secure order entry and submission; (5) multiple payment options; and (6) easy-to-use account and operations administration.

REVISION DATE: 981222

 8/7/2   (Item 2 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00080677   DOCUMENT TYPE: Review

PRODUCT NAMES: Data Warehouses   (834289)

TITLE: IS leads RDBMS vendors to warehouses
AUTHOR: Parsons, Michael
SOURCE: InfoWorld,   v17 n27 p25(1) Jul 3, 1995
ISSN: 0199-6649
HOMEPAGE: http://www.infoworld.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Information Systems groups are leading the way to better business decision-making by recommending use of data **warehouses** . Developers of **relational** database management systems (RDBMSs) want to have a say in the matter, as organizations try to give users better access to data. Data warehouses provide a logical path to better data access, providing repositories of corporate information, including relational tables, encapsulated business rules, documents, maps, and video clips. Tools move data in and out of the warehouse, clean and manage data, and provide powerful, multidimensional query tools for helping users glean meaning from **data** . For example, Oracle recently **purchased** the Express **On -Line** Transaction Processing (OLTP) tool suite, and competitors Sybase, Informix Software, and Computer Associates International are also adding warehouse features to their product lines.

REVISION DATE: 19980330
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